



Village of Angel Fire  
Special Event Lodger's Tax Funding Guidelines  
FY July 1, 2020 – June 30, 2021

The Village of Angel Fire is now accepting application proposals for special event funding with the use of Angel Fire Lodger's Tax funds for events planned for July 1, 2020 – June 30, 2021.

**Guidelines for Special Events funding with the Village of Angel Fire Lodger's Tax**

The Village of Angel Fire's special events objective is to promote, publicize and advertise tourist-related events within the municipality which result in direct economic benefit to the Village. Funds will be available for organizations or individuals wishing to promote Angel Fire through special event(s).

- Non-profit groups, individuals or groups associated with a private business may ask for event funding not to exceed \$5,000 per event, per fiscal year.
- Event funding may decrease or cease over succeeding years.
- Special consideration will be given to groups that wish to promote events lasting longer than one day, thereby encouraging overnight stays in Angel Fire.
- Previous funding does not guarantee future funding of an event.
- The Village of Angel Fire will include all known events in event advertising, if funds permit, also applying advertising funding for your event. This advertising will not be considered a part of grant funding.
- The Village of Angel Fire is exempt from all Special Events Funding policies.

The following guidelines will be used to evaluate proposals:

- Tourism Promotion
- Compatibility with year-round Calendar of Events
- Innovativeness
- Positive image of Angel Fire
- Projected night stays
- Past and projected results
- Marketing effectiveness
- Funding history

All funded special events must have a beneficial impact for the Village of Angel Fire, specifically by attracting overnight visitors to stay in Angel Fire. Events must take place within the Angel Fire area to have a positive economic effect upon the Village. If funded events are to be used for fundraising purposes, profits must go wholly to programs that benefit residents of Angel Fire.

**Award Limitations**

Award amounts are dependent upon available funding, the number of proposals received and the quality of the proposals.

The applicant must agree to provide 100% of the eligible costs. Eligible costs will be reimbursed by the Village of Angel Fire, pursuant to the agreement.

### **Eligible Expenses**

Special event funding from the Village of Angel Fire may be used for advertising, brochures and rack cards, printing, security, fire, EMS and policing services, sanitation services such as trash and portable toilets.

### **Ineligible Expenses**

Special events funding from the Village of Angel Fire may NOT be used for commissions, trophies, awards, prizes, administrative costs, communications, travel expenses, shipping, software/hardware costs or miscellaneous items sold for profit. If an item submitted is deemed questionable by Village of Angel Fire Finance Director, it will be deemed ineligible for reimbursement.

### **Requirements**

To be considered for funding, the individual or group asking for funding will be required to meet the following qualifications and conditions prior to receiving funds:

Submit a proposal application, including a budget itemizing projected expenditures and revenues.

Funding request must not be the sole source of funding for any event. Each event must show, at a minimum, a 50% monetary or in-kind match for the event.

All advertising and promotional materials using special event funding must include the following:

- A) In print advertisements and promotional materials, the Village of Angel Fire logo must be included and clearly visible. In addition, the ad must say "For lodging and visitor information, call 575-377-6555 or log onto [www.angelfiren.m.gov](http://www.angelfiren.m.gov).
- B) In radio and television advertisements the ad must say "for lodging and visitor information, call 575-377-6555 or log onto [www.angelfiren.m.gov](http://www.angelfiren.m.gov).
- C) Only the Village of Angel Fire and the logo of the group or event requesting funding may appear in any advertisement eligible for reimbursement. Any additional sponsors or logos must be pre-approved by the Tourism and Marketing department before being placed in advertising. Additional sponsors or logos appearing in advertisements without prior approval will invalidate the award.
- D) The individual or group requesting funding must maintain adequate liability insurance. A certificate of insurance must be provided by the contractor's insurance agency. It is the sole responsibility of the individual or group requesting funds to comply with the law. Proof of event insurance must be presented to the Tourism and Marketing department at least seven (7) days prior to the event.
- E) Event organizers must obtain a special event license from the Village of Angel Fire. This may be obtained by notifying the Angel Fire Planning & Zoning office, the Angel Fire Police Department and Angel Fire Fire/EMS department of the event. If the event has itinerant vendors, it is the vendor responsibility to obtain an Angel Fire business registration.

### **Funding Reimbursement Procedures**

Financial accountability reporting and requests for reimbursement must be submitted within 60 days of the event. Report must include:

- A) a summary of the event including a post event budget of expenditures and revenues and a post event evaluation and event survey form (these forms will be included in the award packet).
- B) Copies of invoices and tear sheets, along with cancelled checks or signed credit card receipts must be included as proof of payment.
- C) Copies/clippings of flyers, banners, advertisement (newspaper, magazine, radio script, tv, social media paid or boosted) must accompany each vendor related invoice.



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**IMPORTANT DATES to remember**

For funding in the FY 2020-2021 funding cycle the following dates will apply:

January 15, 2020	Lodger's Tax Funding Requests accepted for 2020-2021 funding
March 1, 2020	Last day Lodger's Tax Funding Application accepted
March 24, 2020	Lodger's Tax Committee meeting to consider funding applications
April 2020	Lodger's Tax recommendations to Village Council
July 1, 2020	Funding cycle begins – invoices after this date considered for funding
June 1, 2021	Funding request deadline for payment by June 30, 2021
June 30, 2021	Fiscal Year funding cycle closed

Dates are subject to change.



Village of Angel Fire  
Special Event Lodger's Tax Funding Application  
FY July 1, 2020 – June 30, 2021

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_ Estimated # of Attendees: \_\_\_\_\_

Event Location: \_\_\_\_\_

Name of Organization Applying for Funding: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Describe Event and what funds are being requested for: (Attach additional pages, if required)

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How will you promote and market the event?

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How will attendance be measured? Provide attendance records from the past three years and how calculated.

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What will be added to the event this year to make it larger/different from previous years

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**Proposed Event Budget Plan**

**Eligible Expenses**                      **Amount**

Newspaper                      \_\_\_\_\_

Magazine                      \_\_\_\_\_

Radio                      \_\_\_\_\_

Brochures/Flyers                      \_\_\_\_\_

**Eligible Expenses**                      **Amount**

Internet – Digital ads                      \_\_\_\_\_

Social Media ads                      \_\_\_\_\_

Health & Safety                      \_\_\_\_\_

Sanitation                      \_\_\_\_\_

Other                      \_\_\_\_\_

I understand that these are public funds and they are to be administered according to state law and village ordinances and I agree to submit a follow-up report with a financial statement within sixty (60) days following the event. Or I could forfeit the funds. I understand that this application constitutes a contract between the Village of Angel Fire and the organization to receive the funds, should the funds be approved by the Lodger's Tax Committee and the Angel Fire Village Council. I also understand that approved funding amounts may differ from the amount requested on the application.

Name (Print) of Applicant making request: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

REMEMBER: Award amounts are dependent upon funding availability, the number of proposals received and the quality of the proposal.

The applicant must agree to provide 100% of the total eligible costs. Eligible costs will be reimbursed by the Village of Angel Fire, pursuant to the agreement.

Paid receipts for all expenditures must be turned in for reimbursement.

Priority consideration will be given for events that promote overnight stays in Angel Fire.

Attach up to three (3) years of budget with expenses and revenues and proposed budget for the current event.

Please feel free to add additional pages, samples of ads or brochure artwork.

Email or deliver your proposal to [jlinton@angelfirenm.gov](mailto:jlinton@angelfirenm.gov)

Tourism and Marketing  
PO Box 610  
3365 Mountain View Blvd.  
Angel Fire, NM 87710  
575-377-6555





Village of Angel Fire  
Special Event Lodger's Tax Funding Agreement  
FY July 1, 2020 – June 30, 2021

(PLEASE PRINT)

Name of Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing address: \_\_\_\_\_

Email address: \_\_\_\_\_

Total Funded Amount: \$ \_\_\_\_\_

The Village of Angel Fire Council has approved the above-named amount to fund a special event for this group/organization. This agreement is subject to the following:

**Eligible Expenses**

Special event funding from the Village of Angel Fire may be used for advertising, brochures and rack cards, printing, security, fire, EMS and policing services, sanitation services such as trash and portable toilets.

**Ineligible Expenses**

Special events funding from the Village of Angel Fire may NOT be used for commissions, trophies, awards, prizes, administrative costs, communications, travel expenses, shipping, software/hardware costs or miscellaneous items sold for profit. If an item submitted is deemed questionable by Village of Angel Fire Finance Director, it will be deemed ineligible for reimbursement.

**Requirements**

To be considered for funding, the individual or group named above for funding will be required to meet the following qualifications and conditions prior to receiving funds:

All advertising and promotional materials using special event funding must include the following:

- A) In print advertisements and promotional materials, the Village of Angel Fire logo must be included and clearly visible. In addition, the ad must say "For lodging and visitor information, call 575-377-6555 or log onto [www.angelfirenm.gov](http://www.angelfirenm.gov).
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- E) Event organizers must obtain a special event license from the Village of Angel Fire. This may be obtained by notifying the Angel Fire Planning & Zoning office, the Angel Fire Police Department and

Angel Fire Fire/EMS department of the event. If the event has itinerant vendors, it is the vendor responsibility to obtain an Angel Fire business registration.

### **Funding Reimbursement Procedures**

Financial accountability reporting and requests for reimbursement must be submitted within 60 days of the event. Report must include:

- A) a summary of the event including a post event budget of expenditures and revenues and a post event evaluation and event survey form.
- B) Copies of invoices and tear sheets, along with cancelled checks or signed credit card receipts must be included as proof of payment.
- C) Copies/clippings of flyers, banners, advertisement (newspaper, magazine, radio script, tv, social media paid or boosted) must accompany each vendor related invoice.
- D) All invoices must be dated in the fiscal year from July 1, 2019 through June 30, 2020 in order to qualify for reimbursement.

\_\_\_\_\_  
Recipient Authorized to accept terms and conditions

\_\_\_\_\_  
Director/Officer position of Recipient

\_\_\_\_\_  
Village of Angel Fire Mayor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Village of Angel Fire Clerk

\_\_\_\_\_  
Date

\_\_\_\_\_  
Village of Angel Fire Finance Director

\_\_\_\_\_  
Date



Angel Fire Special Event  
Post-Event Funding Evaluation and Summary  
FY July 1, 2020 – June 30, 2021

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_ Estimated # of Attendees: \_\_\_\_\_

Event Location: \_\_\_\_\_

Name of Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Email address: \_\_\_\_\_

Total Funded Amount: \$ \_\_\_\_\_

Attach a post event budget, showing revenues (ticket sales, sponsorships, retail sales, vendor fees, etc.) and expenditures related to the event.

Did you take a survey of event attendees? \_\_\_\_ YES \_\_\_\_ NO

Please attach a copy of your survey results and give a brief summary of your opinion of survey results.

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Give a brief summary of your efforts to promote and market the event.

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Will the event be held next year? \_\_\_\_ YES \_\_\_\_ NO

If YES, what dates are planned for the event? \_\_\_\_\_

What will be added to the event next year to make it larger/different from previous years

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Feel free to attach any marketing and advertising materials used for this event.

Email or deliver your Post-Event Summary to [jlinton@angelfirenw.gov](mailto:jlinton@angelfirenw.gov)

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3365 Mountain View Blvd.  
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575-377-6555